

PTO/SB/08A (08-03)

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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

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| | |
|------------------------|------------|
| Application Number | 10/016,988 |
| Filing Date | 12/14/2001 |
| First Named Inventor | MATZ |
| Art Unit | 2611 |
| Examiner Name | Unknown |
| Attorney Docket Number | BS01371 |

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| Examiner Signature | /Andrew Koenig/ | Date Considered | 06/25/2006 |
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| Attorney Docket Number | BS01371 |

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

| <i>Complete If Known</i> | |
|--------------------------|---------------|
| Application Number | 10/016,888 |
| Filing Date | Dec. 14, 2001 |
| First Named Inventor | Matz |
| Group Art Unit | 2811 |
| Examiner Name | Unknown |
| Attorney Docket Number | BS01371 |

U.S. PATENT DOCUMENTS

| U.S. PATENT DOCUMENTS | | | | | |
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| Examiner Initials * | Cite No. ¹ | U.S. Patent Document | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document MM-DD-YYYY | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| | | Number: (If known) | | | |
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| EXAMINER'S COMMENTS - NONPATENT LITERATURE DOCUMENTS | | |
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| Examiner Signature | /Andrew Koenig/ | Date Considered | 06/25/2006 |
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| Substitute for form 1449A/PTO | | | | Complete If Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | | | Application Number | 10/016,988 |
| | | | | Filing Date | Dec. 14, 2001 |
| | | | | First Named Inventor | Matz |
| | | | | Group Art Unit | 2611 |
| | | | | Examiner Name | Unknown |
| | | | | Attorney Docket Number | BS01371 |
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| AK | | Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings fo the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998). | | |
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| Examiner Signature | /Andrew Koenig/ | Date Considered | 06/25/2006 |
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| Substitute for form 1449A/PTO | | <i>Complete If Known</i> | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | Application Number | 10/016,988 |
| | | Filing Date | Dec. 14, 2001 |
| | | First Named Inventor | Matz |
| | | Group Art Unit | 2611 |
| | | Examiner Name | Unknown |
| | | Attorney Docket Number | BS01371 |
| Sheet | 1 | of | 1 |

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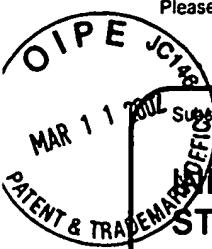
| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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| Examiner Signature | /Andrew Koenig/ | Date Considered | 06/25/2006 |
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PTO/SB/08A (08-02) 8/14/02

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 2 Attorney Docket Number 36968-265390

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| Examiner Signature | /Andrew Koenig/ | Date Considered | 06/25/2006 |
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

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of

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Complete if Known

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|----------------------|--------------------------|
| Application Number | 10/016,988 |
| Filing Date | December 14, 2001 |
| First Named Inventor | MATZ, William R., et al. |
| Group Art Unit | Unassigned |
| Examiner Name | Unassigned |

Attorney Docket Number 36968-265390

NON PATENT LITERATURE DOCUMENTS

| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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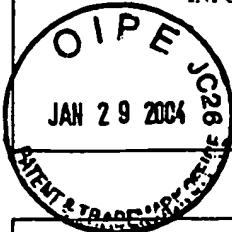
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| FORM 1449* INFORMATION DISCLOSURE STATEMENT IN AN APPLICATION (Use several sheets if necessary) | | Docket Number: 60027.0291US01/BS01371 | Application Number: 10/016,988 |
| | | Applicant: Matz et al. | |
| | | Filing Date: December 14, 2001 | Group Art Unit: 2611 |



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